



**Missouri Travel Barometer**  
**July 2015 Report**  
**(Data available as of 08/12/15)**

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

**July Report Highlights**

**Lodging Statistics: 2015 Calendar Year to Date through June**

According to Smith Travel Research, Missouri's statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown stronger growth in RevPAR while other states are showing stronger growth in Demand and ADR.

**Missouri Lodging:**

Demand up 3.2% -- Occupancy up 2.6% -- ADR up 4.3% -- RevPAR up 6.9%

**SIC Tourism business sales and tax collections: 2015 Calendar Year to Date through May**

- For FY14, a 4.9% (\$546.9 million) sales revenue increase is indicated by preliminary tourism 17 SIC codes reports
- In CY14, a 5.2% increase (\$597.3 million) is indicated from preliminary reports on 17 SICs for Jan-Dec
- For CYTD15, a 7.2% (\$332.9 million) sales revenue increase is indicated by preliminary reports on 17 SICs for Jan-May

**Website Visits: 2015 Calendar Year to Date through July**

- Total web visits (main site and mobile visits) were 2,302,957--up 28.6% for FY2015 compared to FY2014
- Total web visits (main site and mobile visits) were up 25.3% for July CYTD compared to the same period in 2014
- Total web visits (main site and mobile visits) were down 0.34% for July 2015 compared to July 2014

**Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2015 Calendar Year to Date through July**

- 117,194 responses for 2015 YTD – an increase of 57.4%
- Expansion Markets are showing the largest percentage of growth—156% YTD

**Welcome Center visits: 2015 Calendar Year to date through July**

- For CY 2015 the centers are down 16.5% for July CYTD compared to the same period in 2014
- For the month of July only compared to last July, there was a 15.3% decrease

**Commercial airport deplanements: 2015 Calendar Year to Date**

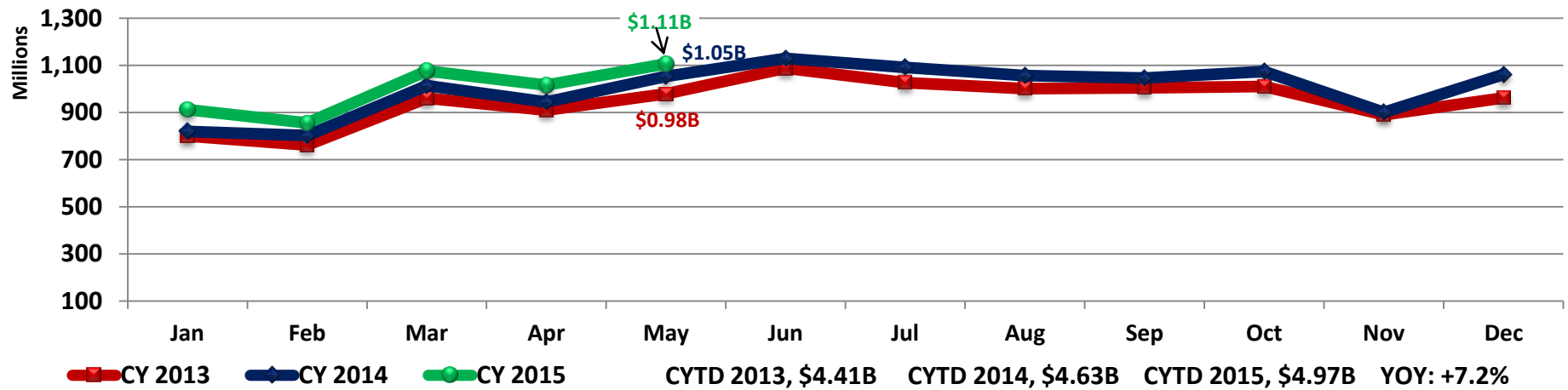
- Columbia up 28.1% for Jan – July 2015
- KC up 4.1% for Jan - June 2015
- Springfield up 4.4% for Jan - June 2015

**nSight-Searches and Bookings on third-party travel websites**

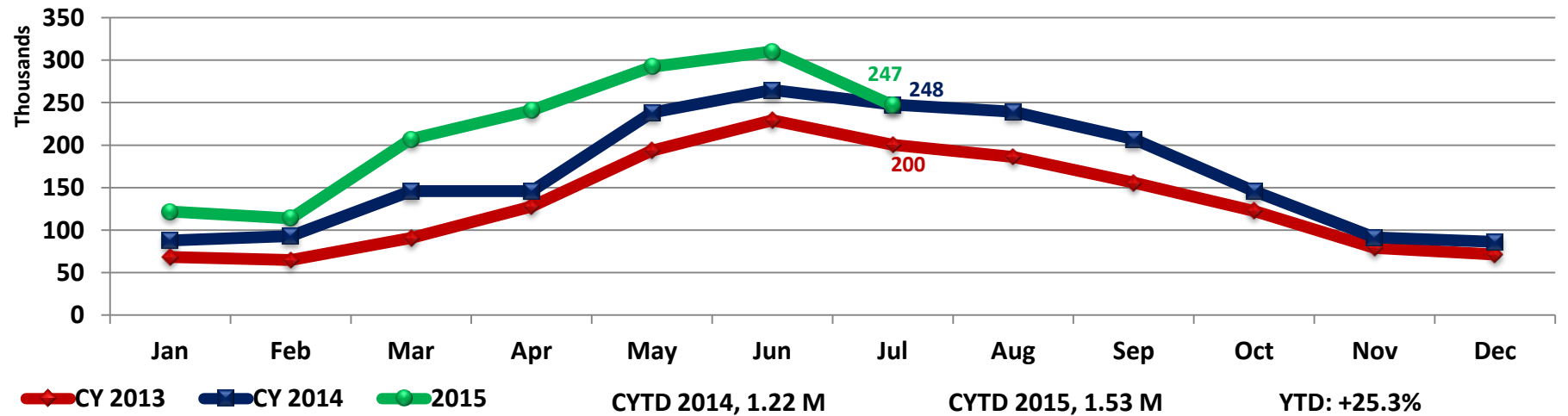
- Conversion for travel (Booking) to Missouri across third-party sites was up 41.65% for July YOY
- Booking for July YOY from Cincinnati up 54%, Cleveland up 46%, Memphis up 34%, Chicago up 33%
- Top 5 booking international cities were Toronto, Buenos Aires, Madrid, Bombay and Berlin
- Volume for third-party travel site searches for August 1 – Sept. 29 shows 11.18 million searches for Missouri

*Sources: MO Dept of Revenue, Google Analytics, MDT databases, Federal Bureau of Transportation, STR, Inc., and nSight*

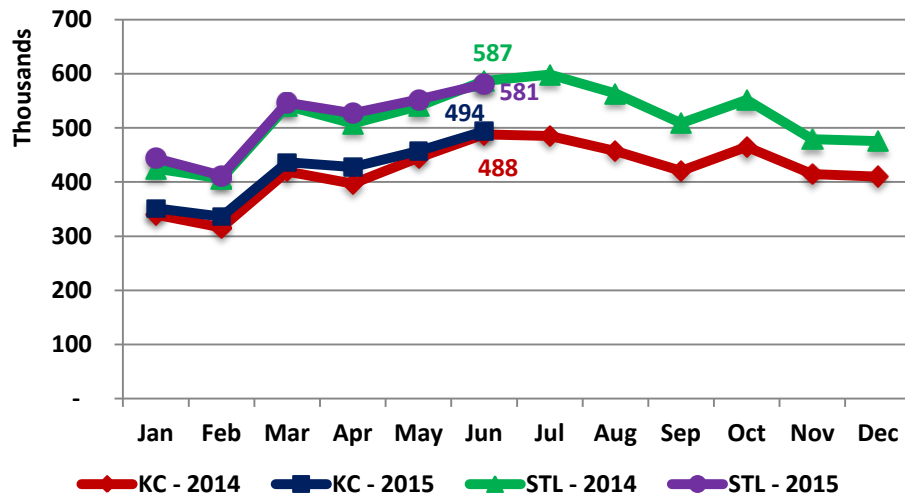
### Sales Revenue from 17 Tourism SICs



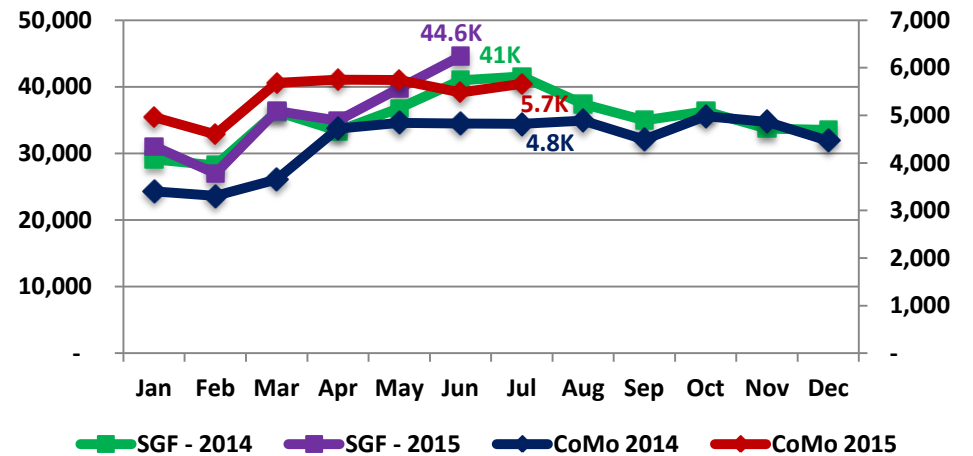
### Total Web Visits



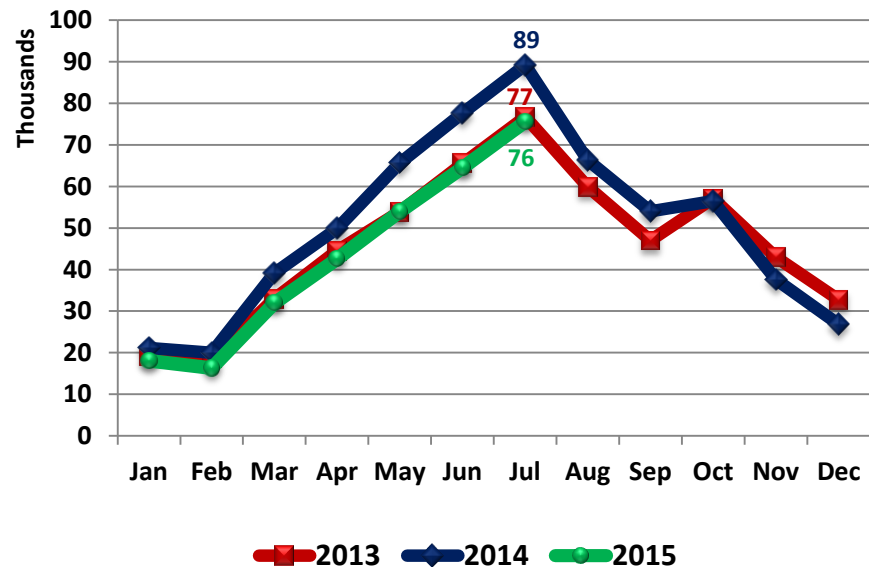
### KC & STL Airport Deplanements



### Columbia (R) & Springfield (L) Airport Deplanements



### Welcome Center Visitors



### Responses to MDT Advertising

